

EC'd Yes Last Received: 07/20/2012 11:04 AM Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.	Agency () CROSSROADS MEDIA	Rep Firm
Advertiser () CROSSROADS GPS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
Product Crossroads GPS	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 737	Agency C/P1/P2/E 12/11/737	
Buyer Stephanie Maroney	Flight Dates 09/25/2012 - 10/01/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 3,550
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$75.00	09/25-09/25	1	1	1	\$75.00	
	2	W	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$75.00	09/26-09/26	1	1	1	\$75.00	
	3	TH	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$75.00	09/27-09/27	1	1	1	\$75.00	
	4	F	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$75.00	09/28-09/28	1	1	1	\$75.00	
	5	M	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/01-10/01	1	1	1	\$50.00	
	6	TU	10P-1045P	WVBT FOX NEWS	:30	\$1,000.00	09/25-09/25	1	1	1	\$1,000.00	
	7	W	10P-1045P	WVBT FOX NEWS	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
	11	TU	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	09/25-09/25	1	1	1	\$300.00	
	12	W	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	09/26-09/26	1	1	1	\$300.00	
	13	TH	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	09/27-09/27	1	1	1	\$300.00	
	14	M	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	

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---REPORT TOTALS---

Report Totals: 11 / \$3,550.00

---SALES MONTHLY TOTALS---

Sep 12: 9 / \$3,200.00 Oct 12: 2 / \$350.00

Sales Totals: 11 / \$3,550.00

Station Totals: 11 / \$3,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,000	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 1%	WVBT 5%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE